

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8000 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4170
FAX (716) 634-3146

May 19, 1998

RJR Account #781406

Mr. J. Beltrami
KLEIN CANDY

JULY: WINSTON \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800760

Dear John:

WINSTON .50¢ OFF/PACK SPECIAL OFFER TEAR TAPE 'OFF-INVOICE' PRODUCT has been ordered (see quantities listed below), as well as 480 SKUs of preassembled Counter Displays (Item #542810) to pack the above promotion for your participating retail accounts. (Note: This is not 'pre-gloved' product.) All additional pertinent promotional information is listed below:

#1 (6M) Cases

| <u>Promoted Product</u> | <u>Brand Styles</u> | <u>UPC Code</u> |
|-------------------------|----------------------|-----------------|
| 16 | Winston Box | 12300-25379 |
| 32 | Winston Light Box | 12300-26380 |
| 16 | Winston Ultra Lt Box | 12300-26381 |

Product PO # 15270 *Ronda*

Product / Premium Arrival: June 29, 1998

Ship Date to Retail: Week of: July 13, 1998

Displays (Item #542810)

| | |
|------------------------------------|------------|
| <u>SKU CUBE:</u> | 1.6113 |
| <u>SKU WT (w/o Product):</u> | 3.2200 lbs |
| <u>Retail Sales Offer per Sku:</u> | 20 units |

| | |
|-------------------------|-------------|
| <u>Billing per Sku:</u> | 4 Cartons |
| <u>EFT \$ Amount:</u> | \$16,967.51 |

| | |
|---|--------------------------|
| <u>PARTNERS 'BONUS' REPORTING DESCRIPTION</u> | <u>WIN JUL \$1/2 PKS</u> |
|---|--------------------------|